

# **TOURISM IN ALT MARESME, HISTORICAL PERSPECTIVE AND FUTURE CHALLENGES**

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## TOURISM IN ALT MARESME. FUTURE CHALLENGES Mireia Verges (m.verges@agva.es)

Maresme is a county situated north the Barcelonés, east the Vallés and south la Selva. It's tourist brand is Costa de Barcelona-Maresme (next to Barcelona and Costa Brava)

Surface : 398,5 km<sup>2</sup>  
Population: 34,897 (2011)  
Municipalities: 30  
Coast: 50 km / 38 km of beaches

The “riera” of Caldes d'Estrac divides the county into Baix Maresme and Alt Maresme

### Tourism facilities (Idescat 2010)

|         |                             |          |
|---------|-----------------------------|----------|
| 170     | hotels                      | 33.718 u |
| 22      | rural accom.                | 139 u    |
| 30      | camping sites               | 15.735 u |
| 11. 75% | hotel beds in Catalonia     |          |
| 873     | bars and restaurants (2005) |          |



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Tourism is concentrated in the coast of Alt Maresme. Tourism is not homogeneous in the area: each municipality has its own peculiarities: Caldes d'Estrac, Arenys de Mar, Canet, Sant Pol, Calella, Pineda, Santa Susanna and Malgrat.

Calella was a pioneer in the development of international tourism in the region (1953), and an example of beach and sun mass tourism in the 60-70's. Pineda, Santa Susanna and Malgrat are also important tourist locations.





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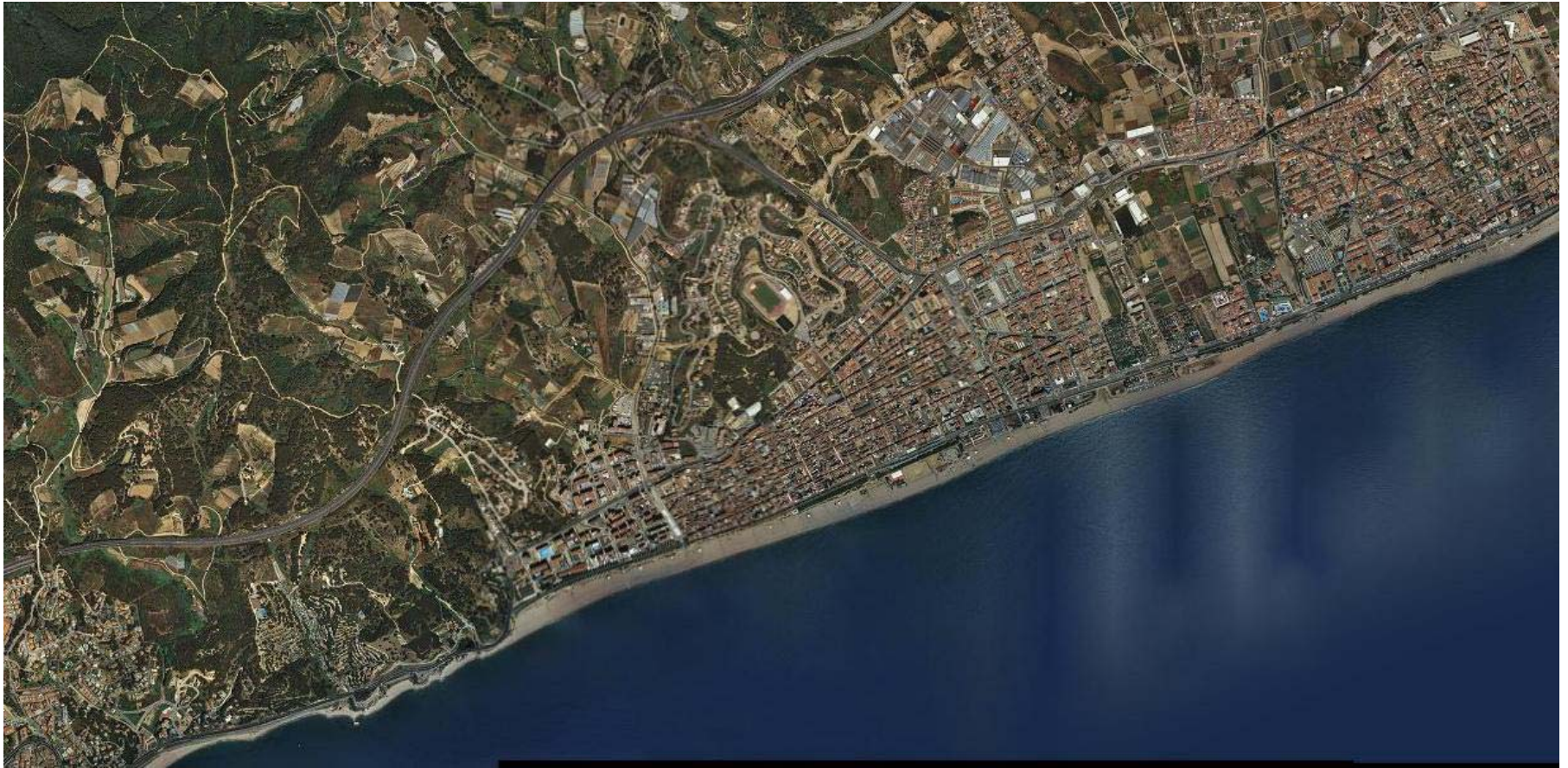


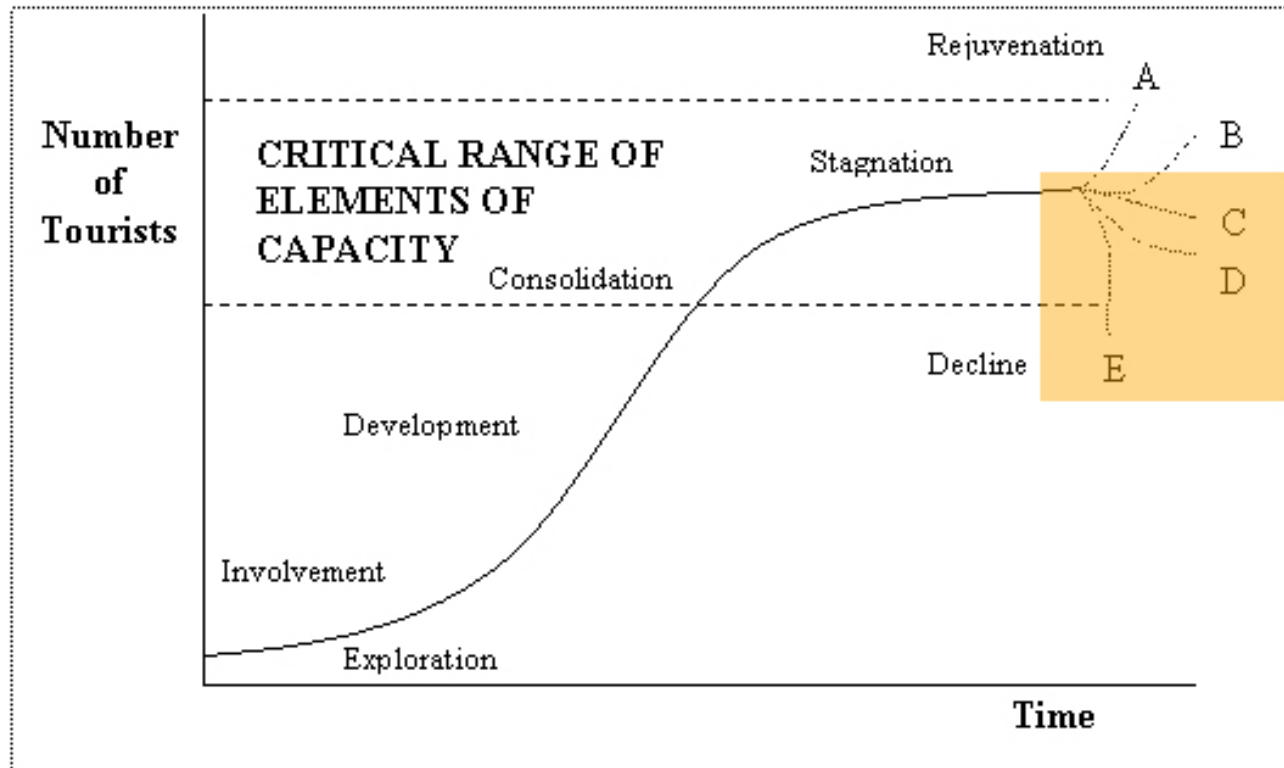
«Mapa geològic i topogràfic de la província de Barcelona.  
Regió Cuarta ó del riu Tordera» (1915)

Autors: Jaume Almera i Eduard Brossa  
Arxiu Municipal de Pineda de Mar



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In relation to Richard Butler's (1980) Tourism Area Life Cycle, Alt Maresme's tourism development position is –probably- at the end of the curve.



## TOURISM IN ALT MARESME MAIN PROBLEMS

- **Cheap Tourism**

No prestige, low benefits. Need of a high flux of clients to achieve profits

- **Seasonality**

- **Environmental problems**

Landscape and territory. Natural resources and energy. Pollution and Wastes. Urban spaces: traffic and noise .

# Cheap tourism





# Seasonality







# Environmental

# degradation

## **SWOT ANALYSIS**

### **STRENGTHS**

- Proximity to Barcelona (30-66 km North)
- Good climate and large beaches
- Attractive landscape. Parc Natural del Montnegre i el Corredor
- Interesting history and cultural heritage. Architectural heritage
- Existence of a consolidated tourism industry
- Existence of private/ public platforms to promote tourism





Landscape





**Beaches**



**Forests**





History





**Heritage**

## **SWOT ANALYSIS**

### **WEAKNESS/ LIMITATIONS**

- Sun and beach low-cost tourism. Many strong competitors in the global market
- No prestige. Problems of image and communication
- Obsolete accommodation and facilities.
- Tourism Seasonality. Underutilized facilities. Workers with low engagement and formation. Landscape destruction due to the “construction boom”
- High dependence on international tour operators
- Landscape destruction due to the “construction boom”
- Some transport infrastructures negatively affect the tourism potential of the area.  
Railroad, N-II road. Highway C-32.





Low-cost tourism





**Obsolete facilities**



**Seasonality**





Seasonality



A wide, sandy beach promenade stretches from the foreground into the distance. On the left, there are some green trees and a small building. A row of palm trees and tall, slender lampposts lines the right side of the path. In the background, the blue sea meets a clear sky with a few scattered white clouds. The overall scene is bright and sunny, suggesting a warm climate.

Seasonality





**Landscape degradation**





**Architectural Vulgarity**





**Unsuccessful Zoning**





**Infrastructural barriers**





**Infrastructural barriers**





**Infrastructural barriers**





**Infrastructural barriers**





**Infrastructural barriers**



## SWOT ANALYSIS

### THREATS

- Decadence of an obsolete tourist model. Decline of profits
- Economical crisis. Unemployment and job insecurity
- Environmental degradation. Landscape destruction

## SWOT ANALYSIS

### OPPORTUNITIES/ STRATEGIES

- Construction (or reconstruction) and communication of a strong tourist brand, based on Mediterranean lifestyle, considering history, landscape and culture
- Connection to Barcelona tourist brand (with no seasonality). Costa Barcelona-Maresme
- New markets: Russia, Eastern countries, others...
- Achieving and keeping good (and cheap) aircraft communications with potential clients
- Using new technologies to reduce dependence towards international tour operators
- Attracting regional tourism (tourists from Catalonia, Spain and France)
- Promoting tourism of events all year round to reduce seasonality. Diversification
- Renewal or substitution of tourism facilities. ¿Reduction?
- Achieving quality and variety in restaurants and shops. Attention to customer relations
- Enhancing urban and natural landscape. Beaches. *Parc del Montnegre i del Corredor*
- Solving problems created by some major infrastructures (railway barrier, N-II).
- Renewal of seafront promenades



## **FUTURE ?**

### **SOME ESSENTIAL FACTORS AT GLOBAL SCALE**

- Global cultural Trends
- Economical situation of the middle classes (Differences in ages, countries, continents)
- Security/ Freedom Repression (when it can affect tourists)
- Impact of new technologies on the tourism industry
- Transport communications. Conditions and prices. Low cost airlines.
- Energy Crisis? Relation with transport and accommodation conditions and prices
- Climate Change? Landscape changes?



## FUTURE ?

### 3 (IMAGINARY) SCENARIOS IN ALT MARESME

1. GLOBAL SUN AND BEACH TOURISM
2. GERIATRIC TOURISM
3. LOCAL ACTIVITY TOURISM



## 1 GLOBAL SUN AND BEACH TOURISM- COAST OF BARCELONA

### GOALS ?

- Connect Alt Maresme to Barcelona's successful tourist brand
- Gain prestige and economical benefits
- Reduce seasonality
- Compete at a global scale: wishful thinking?
- The renewal of sun and beach tourism:

“Sun and beach” tourism produces longer stays than middle-sized cultural destinies. From April to October, sun and beach tourism can support from 3 -30 days stays.

*“The length of stay at heritage tourism destinations is much shorter than in beach resorts. The average length of stay of beach resort holidaymakers is around 10 days, this being the average of two week booking and one week and shorter trips. By comparison, heritage products are very rapidly consumed by the tourist. The length of stay in even major urban destinations is rarely more than 2 days.”*

Gregory J.Ashworth 2005







## 1 GLOBAL SUN AND BEACH TOURISM- COAST OF BARCELONA

### INFLUENT FACTORS AND STRATEGIES

- International trends
- International promotion
- Creation and communication of an attractive Mediterranean image (good weather, good beaches, good quality of life, some culture and history) that can attract international tourism interested in Barcelona's region. (Barcelona's tourism has no problems of seasonality). Creation of an hedonist product which, besides the beach, includes gastronomy, nice shops, spas, beauty cares...
- Situation of global competitors ( Tunisia, Turkey, Egypt, Morocco, Croatia, Greece...)
- International air connections and prices





## 1 GLOBAL SUN AND BEACH TOURISM- COAST OF BARCELONA

### ARCHITECTURE AND LANDSCAPE PRIORITARY STRATEGIES:

- Maintenance and care of beaches
- Renewal of hotels and other tourism installations and facilities to adapt to contemporary trends and requirements. Rooms, restaurants, meeting rooms, gardens and pools...
- Renewal of urban landscape. Renewal of maritime promenades (high investments)
- Correct urban barriers created by the railway (correct connection between the towns and the seafront) and the N-II road (annoying and dangerous division) (high investments)









## 2 GERIATRIC TOURISM FOR THE ELDERLY. HEALTH TOURISM



### GOALS ?

- To reduce seasonality
- Gain loyal clients: clients who stay in the country or that repeat the stay several times
- Give a more intensive use to holiday constructions and facilities
- Compete at an European scale

Some examples of “medical” tourism over the world

### STRENGTHS ?

Good climate, security, cultural similarities, good health system (until 2010?)



## 2 GERIATRIC TOURISM FOR THE ELDERLY. HEALTH TOURISM

*“Creo que la única oportunidad que tiene España para mantener ese gran negocio del turismo son los jubilados, que son sensibles a las condiciones de seguridad. En España hay un excelente servicio de salud. Eso es fundamental para este objetivo. Hospitales estupendos, buenos doctores. Hablo de un turismo de extranjeros de avanzada edad que compren apartamentos para venirse a morir aquí. En los cincuenta, España fue pionera en la industria del turismo. En aquellos años los vuelos de avión no eran accesibles a todos, de manera que las primeras masas turísticas venían a España en coche. Pero como ahora los vuelos en avión son baratos, las nuevas masas se desplazarán a territorios nuevos, más lejanos, con la misma facilidad”*



*“I think the only opportunity for Spain to maintain this great business tourism is are the retirees, who are sensitive to safety. Spain has an excellent health service. This is key to this goal. Great hospitals, good doctors. I speak of a foreign old aged tourism who buys apartments to come to die here. In the fifties, Spain was a pioneer in the tourism industry. In those years, airline flights were not accessible to all, so that the first mass tourism came to Spain by car. But now the airline flights are cheap, the new masses will move to new territories, more distant with the same ease”* **Michel Houellebecq,**

**Conversation Houellebecq –Koolhaas in Barcelona Turismo XXL, Barcelona, July 2007**

## 2 GERIATRIC TOURISM FOR THE ELDERLY. HEALTH TOURISM



*“He aconsejado a todos mis amigos que se compren una casa en Llafranc. Yo resido aquí. Puedo asegurar que en ningún otro lugar del mundo he recibido un tratamiento de calidad similar al que me han dispensado en Palafrugell, en el hospital de Palamós o en la clínica Girona.(...) Recientemente, por ejemplo, animé a un viejo amigo que había perdido una pierna a que se tratara en Catalunya. Yo me hice cargo de los gastos. Se trata de un antiguo profesor de Oxford que ahora vive en Sudáfrica. Me hizo caso y vino a Catalunya acompañado por su esposa, una profesora de origen ruso. Llegó en silla de ruedas y se fue andando. Acudió a la consulta de la doctora Avinyó, en el hospital de Palamós, que le recomendó que visitara el centro de ortopedia Xixu, en Ullà, donde se le proporcionó una prótesis de rodilla equipada con un sofisticado mecanismo electrónico. Gracias a esa prótesis, mi amigo camina ahora perfectamente, sin necesidad de bastón, por las calles de Ciudad del Cabo.”*

*“I have advised all my friends to buy a house in Llafranc. I live here. I can assure you that nowhere else in the world I have received treatment with the same quality as in Palafrugell, the hospital of Palamos, or the clinic in Girona”*

Tom Sharpe, Llafranc, La Vanguardia, Abril 2011



## 2 GERIATRIC TOURISM FOR THE ELDERLY. HEALTH TOURISM

Tourism of second or first homes versus  
tourism of residences/ hotels accommodation



### INFLUENT FACTORS AND STRATEGIES

- Promotion
- Health tourism. Creation of new private hospitals and clinics  
German/ English/ French must be spoken
- Existence of alternative medical products: artificial reproduction, beauty surgery...
- European air transport, connections and prices

## 2 GERIATRIC TOURISM FOR THE ELDERLY. HEALTH TOURISM

### ARCHITECTURE AND LANDSCAPE PRIORITARY STRATEGIES:



- Construction of private hospitals and clinics (Hospital de Sant Jaume in Calella is public and saturated)
- Adaptation of tourism facilities to elderly needs. Changes of use from hotels to residences
- Pedestrianization of more streets in town centers. Maintenance and care (renewal?) of maritime promenades
- Enhance connections between town centers and public parks, like Parc Dalmau in Calella or the Parc de Francesc Macià in Malgrat de Mar





Hospital  
Comarcal  
Sant Jaume  
de Calella

URGÈNCIES







### 3 LOCAL ACTIVE TOURISM

#### GOALS ?



- Enhance local pride. Make the place desirable for both residents and tourists
- To reduce seasonality. Achieve weekend tourism benefits all year round.
- To reduce dependence on international tour operators and global tourism trends
- Increase profits. Competition based in the destination's character, no war of prices

Examples: wine tourism in La Rioja, English courses in Ireland

Compete mainly at a regional scale (Catalonia, Spain, France), that can be extended:

*“Experiences are intangible and immaterial and although they tend to be expensive, people attach great value to them because they are memorable. Modern consumers want context-related, “authentic” experiences.(...) Moreover, the “new tourist” (Poon 1993) wants to be in charge. The “second generation” experiences, based on co-creation between company and client, enable this and therefore deserve to be studied.”*

**Creativity in tourism experiences, Esther Binkhorst, 2007**

**fires de productes artesanals**  
a Sant Pol de Mar

6 de juny  
19 de juny  
2-4 de juliol  
9-11 de juliol  
17-18 de juliol  
30 de juliol - 1 d'agost  
6-8 d'agost

A la plaça del Torrent Arrosser



Del 21 al 24 de setembre de 2007

**XXVII FIRA**  
**DE CALELLA I L'ALT MARESME**  
Mostra de productes, tradicions i costums catalans  
Festival Àsia a Calella | 4a Fira del Motor



## Ruta literària

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Caldes d'Estrac (Caldetes) vila marítima,  
petita, acollidora i pionera de l'estiu de  
a fer una atractiva ruta literària.

Assumeix el guiatge l'Anna Maluquer, poetessa, rapsoda i gran coneixedora de la nostra literatura.

Es possible completar la jornada visitant el Centre d'Art Fundació Palau, inaugurat el maig de 2003, que exhibeix una col·lecció d'obres

El passeig ens permet copsar la paraula des del paisatge que l'ha generada intentant, amb el dibuix, fer més viva l'expressió.

També hi ha una visita autoguiada, gratuïta, sense prèvia reserva, seguint l'itinerari turístic i cultural "Calides, personatges, poetes i llegendes" amb el suport d'un full guià i els faristolers instal·lats en els indrets destacats de la població, partint de la Fundació Palau.

Informazioni e prenotazioni: Fondazione Pirelli  
 10, Piazza S. Maria, 4 • 20121 Milano (Italia)  
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 Ministère de l'Éducation nationale  
 Direction de l'Évaluation, de la Prospective et de la Recherche

## Ruta literària

**Caldes d'Estrac, perla de poetes**  
Una immersió per la vila a partir de la mirada  
de Jacint Verdaguer, Joan Maragall,  
Apel·les Mestres i Josep Palau i Fabre



# Calella Renaixentista

**2010**  
De l'11 al 13 de juny



jornades gastronòmiques de la  
**maduixa**  
de la Vallalta al Maresme

del 24 d'abril al 23 de maig de 2010

7a Giornata della medicina della Vallata al Maremma

1 i 2 de maig. Sant Cebrià de Vallalta i Canet de Mar

2 de maig, Sant Iscle de Vallalta i Sant Pol de Mar

9 de maig. Arenys de Munt





# 4ª Marxa BTT Santa Susanna

Diumenge 27 de novembre de 2011

Serveis Municipals de Santa Susanna  
Camí de Riera, s/n

**26 Km.**  
9 del matí  
recollida de dorsals  
8 del matí

Preu de l'inscripció: 12 € Federats - 15 € No-Federats  
Inscripcions a [www.catbike.cat](http://www.catbike.cat)  
+info: Tel. 93 761 91 28 (Sergi) - [info@catbike.net](mailto:info@catbike.net)

Obsequi a tots els participants  
premis als 3 primers de cada categoria  
Júnior - Sub 23 - Elit - Master 30  
Veterans 40 - Veterans 50 i Fèmines  
Esmorzar, avituallaments i gran pica

Organitzador:  
AJUNTAMENT DE SANTA SUSANNA  
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Si has participat a la  
II Duatló de Santa Susanna

CYCLE CENTER

Avda. Costa Brava, 119-Tel. 93 761 91 28  
MALGRAT DE MAR

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**20% Dte.\***

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o material ciclista

\* Vàlid fins el 27 d'octubre  
només presentant el DNI

50s ROCK AND RHYTHM FESTIVAL

# SCREAMIN' 2011

31 MAY  
6 JUNE

PINEDA DE MAR - BARCELONA - SPAIN

**JACK SCOTT** ★  
A HIS AMERICAN BAND  
THE FIREBALLS

**TOMMY HUNT** ★  
OF THE FLAMINGOS

**MOUSE KINN** ★  
The Domestic Bumblebees

**Whirlwind** ★

**MOROCCOS** ★

**STARLITERS** ★

**SI CRANSTOWN** ★  
**BENNY** ★

**FLY BY NITERS** ★

**JD MCPHERSON** ★

**Wise Guyz** ★

**RUBY DEE & THE SNAKEHANDLERS** ★

**ALL IN PERSON** ★

**CHERRY CASINO & THE GAMBLERS** ★

**IMMY SUTTON** ★  
The Moonlighters

**THE VIBRANTS** ★

**TRASH** ★

**LAURA B.** ★

**THE MOONLIGHTERS** ★

**THE CAPERS** ★

**THE LOVERS** ★

**EMER** ★

**THE GIANT AFFAIR** ★

**THE B STARS** ★

**THE BOP A TONES** ★

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**BEACH POOL PARTIES** ★

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# CHALLENGE

## BARCELONA-MARESME

we are triathlon!



# OKTOBERFEST

calella

### 3 LOCAL ACTIVE TOURISM

#### INFLUENT FACTORS AND STRATEGIES:



- Promotion of an image of Maresme based in landscape, history and culture
- Promotion of a calendar of activities during all the year. Events, concerts, sport competitions... For example Barcelona-Maresme Challenge and Half Challenge, Oktoberfest, Screamin' Festival, Gastronomy Events, Fairs...
- Educational tourism. Courses... *"Tourism is being and doing, more than just watching"*
- Gastronomy and wine culture
- Sports



### 3 LOCAL ACTIVE TOURISM

#### ARCHITECTURE AND LANDSCAPE PRIORITARY STRATEGIES:



- Enhance the architectural heritage catalogue. Maintenance and care of architectural highlights. Promotion of culture and architectural routes. For example routes of colonial architecture, *ruta modernista* in Canet, literary routes in Caldes d'Estrac...
- Attention and care for urban landscape and maritime promenades
- Promotion of the Parc del Montnegre i el Corredor. Nature, culture and sports: walking, trekking, BTT, horse rides...
- Adaptation of tourism facilities to the current needs and requirements. Reduction of offer? More quality, less quantity = more benefits? Sponge tourist space?









